

ORDER

FIRST COAST NEWS



| | | | |
|-------------------|----------------------|------------------------------|-----------|
| Orders | Order / Rev: | 713385 | |
| | Alt Order #: | 06314370 | |
| | Product Desc: | FRIENDS OF C MACK | |
| | Estimate: | 467 | |
| | Flight Dates: | 09/19/12 - 09/20/12 | |
| | Original Date / Rev: | 09/13/12 / 09/13/12 | |
| | Order Type: | Political | |
| | | Primary AE: | Jim Quinn |
| | | Sales Office: | T-PHI |
| | | Sales Region: | NAT |
| Agency | Name: | McLaughlin & Associates/ POL | |
| | Buying Contact: | | |
| | Billing Contact: | | |
| | 566 South Route 303 | | |
| | Blauvelt, NY 10913 | | |
| | | Billing Type: | Cash |
| | | Billing Calendar: | Broadcast |
| | | Billing Cycle: | EOM/EOC |
| | | Agency Commission: | 15% |
| Advertiser | Name: | Mack,C/ R / Senate | |
| | Demographic: | A65+ | |
| | Product Codes: | IS-Candidate/US Senate | |
| | Priority: | P-4 | |
| | Revenue Codes: | AGY, GEN, POL | |
| | | New Business Thru: | |
| | | Order Separation: | 00:15:00 |
| | | Advertiser External ID: | |
| | | Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Totals | | | |
|------------|----------|---------|--------------|------------|----------------|---|----------|---------------|
| 08/27/12 | 09/20/12 | 2 | \$450.00 | \$382.50 | September 2012 | 2 | \$450.00 | \$382.50 0.00 |
| | | | | | Totals | 2 | \$450.00 | \$382.50 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|-------------|
| WJXX-TV | 3% | \$450.00 |
| Market | 100% | \$15,000.00 |

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| WAWS | 0% | \$0.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 41% | \$6,150.00 |
| WTEV | 29% | \$4,350.00 |
| WTLV | 27% | \$4,050.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|------------------------------------|-------|-------------------|----------|-----|-------------|----------|---------------|------|------|--------|------------|
| E 1 | WJXX | 09/19/12 | 09/20/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | -- WT--- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -- WT--- | | 2 | | | \$225.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 2 \$450.00 |